## ORDER

Orders Order / Rev: 69358 9856146 /Brad Alt Order #: Product Desc: Obama for America WHP-TV CBS21 Estimate: Millennium Washington DC Flight Dates: 11/01/12 - 11/06/12 Primary AE: Sales Office: Original Date / Rev: 10/31/12 / 11/07/12 **MNAT** Order Type: **GENERAL** Sales Region: National **Greer Margolis Mitchell** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1010 Wisconsic Ave EOM/EOC Agency Commission: Washington, DC 20007 15% Advertiser Name: Obama/D/President A35+ New Business Thru: Demographic:

**Product Codes: Presidential Elections** Order Separation: 00:15:00

Priority: P-2 Advertiser External ID:

Agency External ID: Revenue Codes: AGY, POL-CAND, GEN

Bill Plan **Totals** 

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	93	\$44,085.00	\$37,472.25	November 2012	93	\$44,085.00	\$37,472.25	0.00
					Totals	93	\$44,085.00	\$37,472.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	30%	\$44,085.00
Market	100%	\$146,950.00

Competitive Share	Share	Total
EHP	1%	\$1,469.50
UNKWN	64%	\$94,048.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	5%	\$7,347.50
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)		:30	2	\$60.00 P-2	0.00 NM	2	\$120.00
E 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	СМ	5:00 AM-5:30 AM (5:00 AM-5:30 AM)		:30	2	\$60.00 P-2	0.00 NM	2	\$120.00
E 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:00 AM-6:30 AM (6:00 AM-6:30 AM)		:30	2	\$120.00 P-2	0.00 NM	2	\$240.00
E 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:30 AM-7:00 AM (6:30 AM-7:00 AM)		:30	2	\$120.00 P-2	0.00 NM	2	\$240.00
E 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	СМ	7a-9a	M TF	:30	4	\$75.00 P-2	0.00 NM	4	\$300.00
E 6	WHP	11/01/12	11/05/12		CM	9a-11a	S-	:30	1	\$125.00 P-2	0.00 NM	1	\$125.00

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Order / Rev: 69358

Advertiser: Obama/D/President

Alt Order #: 9856146 /Brad Product Desc: Obama for America

11/01/12 11/06/12 Eliabt Dota

WHP-TV CBS21

Flight Dates:	11/01/12 - 11/06/12	Estimate:	

Ln	Ch	Start	End	Inventory Code		Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				CBS This Morning Satu Saturday Early Show	ırd;								
E 7	WHP	11/01/12	11/05/12	M-F 1230p-2p Soap Rotator	СМ	1230p-2p	M TF	- :30	4	\$220.00 P-2	0.00 NM	4	\$880.00
E 8	WHP	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	СМ	2p-3p	M TF	- :30	4	\$200.00 P-2	0.00 NM	4	\$800.00
<u>Spo</u> 1	WHP See	Date Rang 11/01/12- MG 8.5 Avail]	<u>ge</u> <u>D</u> 11/05/12 M	escription	<u>Star</u> 2p-3	t/End Time ip		Weekdays M ThF	_		Rtg Type 0.00 NM		
	⊕ MG	11/01/12-1 for 8.1 11 within Fli	/05	a-Su 11p-1130p News	11p-	1130p		SaS	u	:30 \$200.00	0.00 NM		
E 9	WHP	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M TF	:30	4	\$195.00 P-2	0.00 NM	4	\$780.00
E 10	WHP	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	СМ	4p-5p	M TF	:30	4	\$275.00 P-2	0.00 NM	4	\$1,100.00
E 11	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	M TF	:30	4	\$175.00 P-2	0.00 NM	4	\$700.00
E 12	WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	СМ	530p-6p	M TF	:30	2	\$175.00 P-2	0.00 NM	2	\$350.00
E 13	WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	СМ	6p-630p	M TF	:30	4	\$200.00 P-2	0.00 NM	4	\$800.00
E 14	WHP	11/01/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M F	:30	1	\$1,000.00 P-2	0.00 NM	0	\$0.00
<u>Spo</u> 1	WHP See		11/05/12 C 31.3,31.4,	escription BS Evening News 31.5,31.6,31.7,31.8,31.9	630	t/End Time o-7p		Weekdays MF		ngth <u>Rate</u> :30 <del>(\$1,000.00)</del>	Rtg Type 0.00 NM		
E 15	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M TF	:30	4	\$700.00 P-2	0.00 NM	2	\$1,400.00
<u>Spo</u> 1	WHP Cre	Date Rang 11/01/12- dited edited Spo	11/05/12 N	escription 1-F 7p-730p	<u>Star</u> 7p-7	t/End Time '30p		<u>Weekdays</u> M ThF			Rtg Type 0.00 NM		
3	WHP			1-F 7p-730p	7p-7	'30p		M ThF	-	:30 <del>(\$700.00)</del>	0.00 <i>NM</i>		
	[Cre	dited Spo	-										
E 16				M-F 730p-8p M-F 730p-8p	СМ	730p-8p	M TF		4	\$800.00 P-2	0.00 NM	2	\$1,600.00
<u>Spo</u> 1	WHP Cre	Date Rang 11/01/12- dited edited Spo	11/05/12 N	escription 1-F 730p-8p	<u>Star</u> 730 <sub>1</sub>	t/End Time o-8p		<u>Weekdays</u> M ThF		ngth <u>Rate</u> :30 <del>(\$800.00)</del>	Rtg Type 0.00 NM		
4	Cre	11/01/12- dited edited Spo		1-F 730p-8p	730	o-8p		M ThF	-	:30 <del>(\$800.00)</del>	0.00 <i>NM</i>		
E 17	WHP	11/01/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	СМ	11p-1135p	M TF	:30	4	\$325.00 P-2	0.00 NM	4	\$1,300.00
E 18	WHP	11/01/12	11/05/12	Letterman Letterman	СМ	1135p-1235a	M TF	:30	4	\$140.00 P-2	0.00 NM	4	\$560.00
E 19	WHP	11/01/12	11/05/12	Late Late Show Late Late Show/Fergus	CM son	1235a-135a	M TF	:30	2	\$35.00 P-2	0.00 NM	2	\$70.00
E 20	WHP	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	СМ	9p-10p	M	:30	1	\$2,750.00 P-2	0.00 NM	1	\$2,750.00
E 21	WHP	11/01/12	11/05/12	Thu Reg 1 Thu 8p-9p	СМ	8p-9p	T	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00

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Advertiser:

Obama/D/President

Alt Order #:

9856146 /Brad

Product Desc: Obama for America WHP-TV CBS21

Flight Dates:

11/01/12 - 11/06/12

Estimate:

Ln Ch Start End Inventory Code	Break Start/End Time	Days Len Spots	Rate Pri Rtg Type	Spots Amount
E 22 WHP 11/01/12 11/05/12 Sat Reg 1 Sat 8p-9p	CM 8p-9p	S- :30 1	\$575.00 P-2 0.00 NM	0 \$0.00
Spot Ch Date Range Description  1 WHP 11/01/12-11/05/12 Sat Reg 1	Start/End Time 8p-9p	Weekdays Le	ngth <u>Rate</u> <u>Rtg Type</u> :30 <del>(\$575.00)</del> 0.00 <i>NM</i>	
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31 [Program Change]	.9			
E 23 WHP 11/01/12 11/05/12 Sat Reg 2 Sat 9p-10p	CM 9p-10p	S- :30 1	\$575.00 P-2 0.00 NM	0 \$0.00
Spot         Ch Date Range         Description           1         WHP 11/01/12-11/05/12 Sat Reg 2	Start/End Time 9p-10p	Weekdays <u>Le</u>	ngth <u>Rate</u> <u>Rtg Type</u> :30 <del>(\$575.00)</del> 0.00 <i>NM</i>	
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31 [Program Change]	.9			
E 24 WHP 11/01/12 11/05/12 Sun Reg 4 Sun 10p-11p	CM 10p-11p	S :30 1	\$2,000.00 P-2 0.00 NM	1 \$2,000.00
E 25 WHP 11/01/12 11/05/12 SEC Day Game SEC Football Day Ga	CM Various ame	S- :30 1	\$350.00 P-2 0.00 NM	1 \$350.00
E 26 WHP 11/01/12 11/05/12 SEC Prime Game SEC Football Night G	CM Various Same	S- :30 1	\$895.00 P-2 0.00 NM	13 \$2,895.00

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Advertiser: Obama/D/President

Alt Order #: 9856146 /Brad

Flight Dates:

N31 WHP

11/01/12 11/05/12 Sa-Su 6p-630p News RotM

CBS 21 News at 6p

Product Desc: Obama for America

11/01/12 - 11/06/12 Estimate:

ama for America WHP-TV CBS21

Ln Ch End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start Amount E 26 WHP 11/01/12 11/05/12 SEC Prime Game СМ Various :30 \$895.00 P-2 0.00 NM \$2,895.00 SEC Football Night Game Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot WHP 11/01/12-11/05/12 SEC Prime Game <del>(\$895.00)</del> 0.00 NM Various ----Sa--:30 See MG 26.2,26.3,26.4,26.5,26.6,26.7,26.8,26.9,26.10,26.11,26.12,26.13,26.14 [No Avail] 2 WHP 11/06/12-11/06/12 M-F 5a-6a News - T- - - - - -5a-6a .30 \$125.00 0.00 NM (M) MG for 31.6,26.1 [MG within Flight] 3 WHP 11/06/12-11/06/12 M-F 5a-6a News \$125.00 0.00 NM 5a-6a -T----:30 (H) MG for 31.6.26.1 [MG within Flight] 4 WHP 11/06/12-11/06/12 M-F 6a-7a News :30 \$225.00 0.00 NM 6a-7a MG for 31.6,26.1 [MG within Flight] 5 WHP 11/06/12-11/06/12 M-F 6a-7a News 6a-7a :30 \$225.00 0.00 NM MG for 31.6,26.1 [MG within Flight] 6 WHP 11/06/12-11/06/12 CBS This Morning 7a-9a .30 \$135.00 0.00 NM MG for 31.6,26.1 [MG within Flight] 7 WHP 11/06/12-11/06/12 CBS This Morning - T- - - - - -:30 7a-9a \$135.00 0.00 NM MG for 31.6,26.1 [MG within Flight] 8 WHP 11/06/12-11/06/12 M-F 2p-3p 2p-3p :30 \$325.00 0.00 NM MG for 31.6,26.1 [MG within Flight] 9 WHP 11/06/12-11/06/12 M-F 3p-4p 3p-4p :30 \$275.00 0.00 NM (H) MG for 31.6.26.1 [MG within Flight] 10 WHP 11/06/12-11/06/12 M-F 3p-4p :30 \$275.00 0.00 NM 3p-4p MG for 31.6,26.1 [MG within Flight] 11 WHP 11/06/12-11/06/12 M-F 4p-5p :30 \$450.00 0.00 NM 4p-5p MG for 31.6,26.1 [MG within Flight] 12 WHP 11/06/12-11/06/12 M-F 4p-5p 4p-5p :30 \$450.00 0.00 NM MG for 31.6,26.1 [MG within Flight] 13 WHP 11/06/12-11/06/12 CBS This Morning 7a-9a :30 \$75.00 0.00 NM MG for 31.6,26.1 [MG within Flight] 14 WHP 11/06/12-11/06/12 CBS This Morning \$75.00 0.00 NM 7a-9a :30 (H) MG for 31.6.26.1 [MG within Flight] E27 WHP 11/01/12 11/05/12 NFL RS Game Steelers CM 4:00 PM-7:00 PM ----- S :30 \$3,000.00 P-2 0.00 NM 1 \$3,000.00 NFL RS Game Steelers (4:00 PM-7:00 PM) N28 WHP 11/01/12 11/05/12 CBS Sun Morning CM ----S 1 \$275.00 P-2 0.00 NM 9a-1030a :30 \$275.00 1 **CBS Sun Morning** N29 WHP 11/01/12 11/05/12 M-F 10a-11a CM 10a-11a M- - TF- -:30 2 \$200.00 P-2 0.00 NM \$200.00 M-F 10a-11a Start/End Time Ch Date Range Description Weekdays Rate Rtg Type Spot Length WHP 11/01/12-11/05/12 M-F 10a-11a 10a-11a M--ThF---:30 (\$200.00) 0.00 NM Credited [Credited Spot] N30 WHP 11/01/12 11/05/12 M-F 11a-12p CM M- - TF- -:30 2 \$325.00 P-2 0.00 NM 11a-12p 2 \$650.00 M-F 11a-12p

6p-630p

----SS

:30

\$140.00 P-2

0.00 NM

7

\$4,540.00

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9856146 /Brad

Advertiser: Obama/D/President

Product Desc:

Alt Order #:

Obama for America

Flight Dates: 11/01/12 - 11/06/12 Estimate: WHP-TV CBS21

Ln Ch	1	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N31 W	HP	11/01/12	11/05/12	Sa-Su 6p-630p News CBS 21 News at 6p	RoŒM	6p-630p	SS	:30	1 \$	140.00 P-2	0.00 NM	7	\$4,540.00
Spot	_	Date Rang		escription		t/End Time		Veekdays	Lengtl		Rtg Type		
1 V				a-Su 6p-630p News Ro 31.5,31.6,31.7,31.8,31.		330p	-	SaSı	1 :30	(\$14 <del>0.00)</del>	0.00 NM		
0.14	[Pro	gram Cha	inge]					C	0.0		0.00 NA		
	MG		7.1,14.1,2	EC Prime Game 3.1,22.1,31.1	Vari	ous	-	Sa	:30	) \$895.00	0.00 NM		
	/HP MG	11/01/12-	11/05/12 S 7.1,14.1,2	EC Prime Game 3.1,22.1,31.1	Vari	ous	-	Sa	:30	\$895.00	0.00 NM		
	/HP MG	11/01/12-	11/05/12 S 7.1,14.1,2	EC Day Game 3.1,22.1,31.1	Vari	ous	-	Sa	:30	\$350.00	0.00 NM		
5 W			-	EC Day Game	Vari	ous	-	Sa	:30	\$350.00	0.00 NM		
0		for 44.1,3 within Fli		3.1,22.1,31.1									
	VHP	11/01/12-	11/05/12 N	IFL RS Game Early	1p-4	•		Sı	ı :30	0 <del>(\$2,000.00)</del>	0.00 NM	İ	
0			,26.3,26. <i>4,</i> . al] Due to	26.5,26.6,26.7,26.8,26.9 Political	9,26.10,2	26.11,26.12,26.13,2	26.14						
	/HP	11/01/12-	11/05/12 N	FL RS Game Early	1p-4	<b>l</b> p	-	Sı	ı :30	\$2,000.00	0.00 NM	İ	
_	[MG	within Fli	ght]	3.1,22.1,31.1									
				ate Late Show 3.1,22.1,31.1	123	5a-135a	M	I ThF	:30	\$35.00	0.00 NM		
_	[MG	within Fli	ght]										
			11/05/12 O	N M-F 3.1,22.1,31.1	2:30	) AM-5:00 AM(2:30 /	AM-5:00 AM	ThF	:30	\$15.00	0.00 NM		
		within Fli		3.1,22.1,31.1									
N32 WI	HP	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	СМ	1130p-1230a	S-	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
N33 WI	HP	11/01/12	11/05/12	Su 1130p-1230a Su 1130p-1230a	СМ	1130p-1230a	S	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
N34 WI	HP	11/01/12	11/05/12	Sa 1230a-130a Sa 1230a-130a	СМ	1230a-130a	S-	:30	1	\$35.00 P-2	0.00 NM	1	\$35.00
N35 WI	HP	11/01/12	11/05/12	Su 1230a-130a Su 1230a-130a	СМ	1230a-130a	S	:30	1	\$35.00 P-2	0.00 NM	1	\$35.00
N36 WI	HP	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	СМ	8p-9p	M	:30	1 \$2	,250.00 P-2	0.00 NM	1	\$2,250.00
N37 WI	HP	11/01/12	11/05/12	Mon Reg 3 Mon 10p-11p	СМ	10p-11p	M	:30	1 \$2	,250.00 P-2	0.00 NM	0	\$0.00
Spot 1 V		Date Rang	<u>ge</u> <u>D</u> 11/05/12 M	escription		t/End Time -11p		<u>Veekdays</u> L	Lengtl	<u>h Rate</u> 0 <del>(\$2,250.00)</del>	Rtg Type		
<i>1 V</i>	See		31.3,31.4,	31.5,31.6,31.7,31.8,31.		-11p	14.			)(ψε,200.00)	0.00 NW		
N38 WI	HP	11/01/12	11/05/12	Fri Reg 1 Fri 8p-9p	СМ	8p-9p	F	:30	1 \$1	,350.00 P-2	0.00 NM	1	\$1,350.00
N39 WI	HP	11/01/12	11/05/12	Fri Reg 3 Fri 10p-11p	СМ	10p-11p	F	:30	1 \$1	,800.00 P-2	0.00 NM	1	\$1,800.00
N40 WI	HP	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	СМ	7p-8p	S	:30	1 \$1	,800.00 P-2	0.00 NM	1	\$1,800.00
N41 WI	HP	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	СМ	8p-9p	S	:30	1 \$3	,000.00 P-2	0.00 NM	1	\$3,000.00
N42 WI	HP	11/01/12	11/05/12	NFL RS Pre Game NFL RS Pre Game	СМ	12p-1p	S	:30	1 \$	\$550.00 P-2	0.00 NM	1	\$550.00
N43 W	HP	11/01/12	11/05/12	NFL RS Game Early NFL RS Game Early	СМ	1p-4p	S	:30	1 \$2	,000.00 P-2	0.00 NM	1	\$2,000.00

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Product Desc: Obama for America

WHP-TV CBS21

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Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N43	WHP	11/01/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	S	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
N44	WHP	11/01/12	11/05/12	NFL RS Game Late NFL RS Game Late	СМ	4p-7p	SS	:30	1	\$2,000.00 P-2	0.00 NM	0	\$0.00
Spo		Date Rang		escription IFL RS Game Late	<u>Start</u> 4p-7	t/End Time	_	eekdays SaSı	_	ngth Rate :30 <del>(\$2,000.00)</del>	Rtg Type		
	See		31.3,31.4,	31.5,31.6,31.7,31.8,31.9	•	۲		Sust		.30(ψ2,000.00)	0.00 14101		

Totals 93 \$44,085.00